

Alleviating Food Deserts in Atlanta, Georgia

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Goals

To create an effective solution in Atlanta to alleviate food deserts in low-income communities
Address the insufficient transportation to fresh produce.



What is a food desert?

Residential areas where affordable fresh produce is not available within a one-mile radius.

Cause 1: Urban Sprawl

Cause 2: Economic Disinterest

Cause 3: Insufficient Mobility

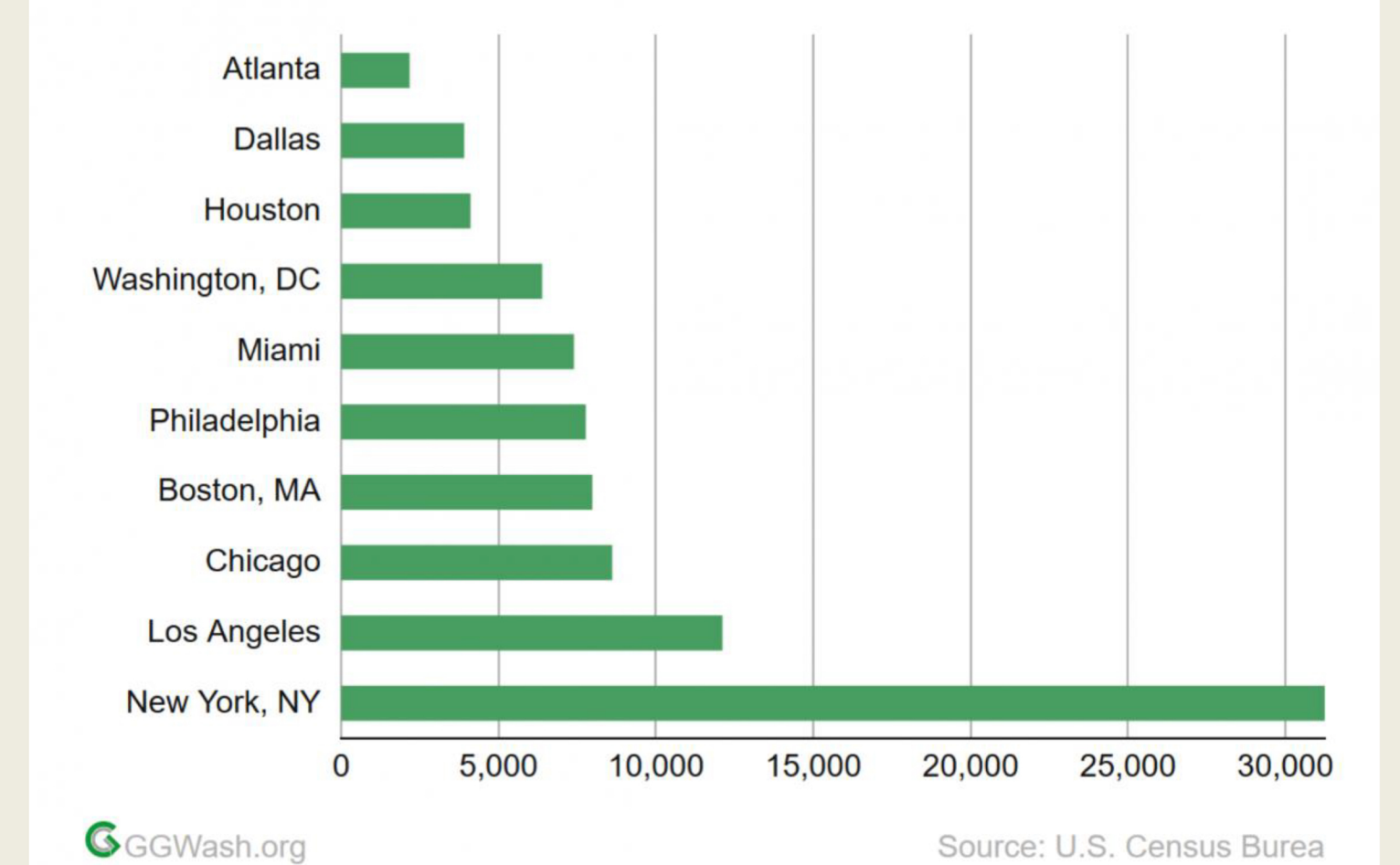


Urban sprawl

Atlanta has 50% of the square footage New York City has, While only having 5% of its population.

Population Weighted Density

Largest Metropolitan Areas



Decision Matrix: Choosing a Solution

Our factors of consideration (weighted)

Shuttle

Farmer's Market

Produce Box

Time (2)

5

3

5

Affordability (5)

4

4

3

Distance (4)

3

4

2

Frequency (2)

4

2

4

Preference (3)

5

3

2

Total

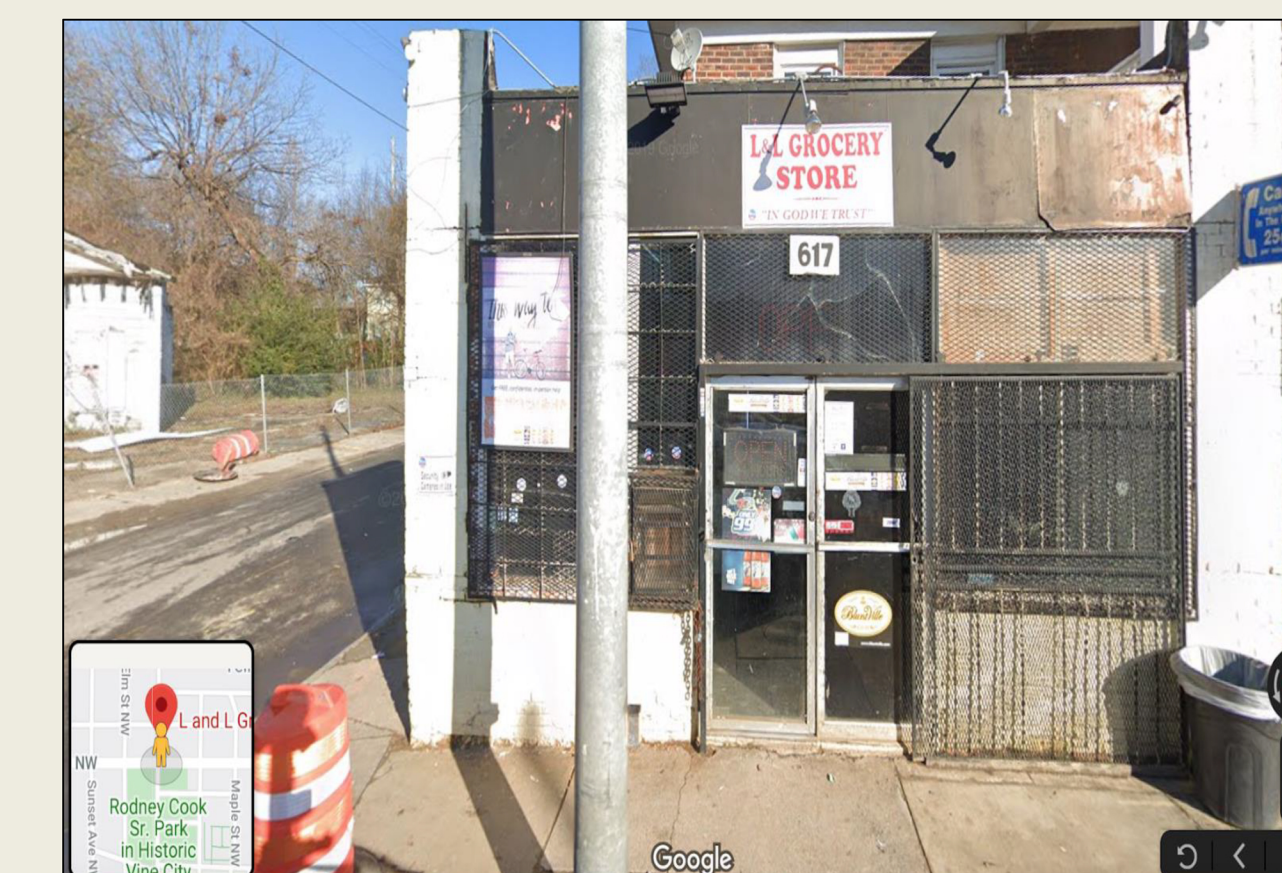
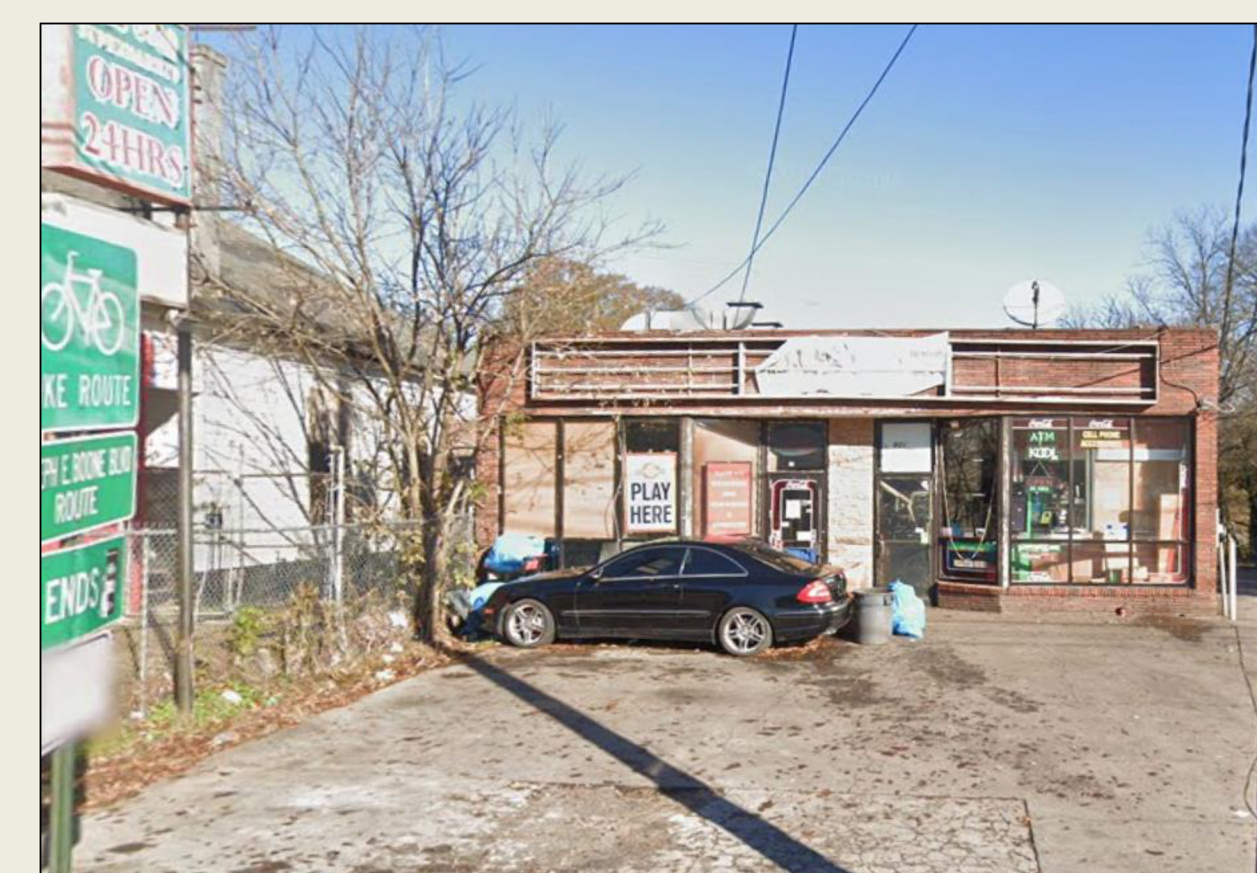
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16

16

Project Location: Bankhead and Vine City

Low-income neighborhoods, limited access to fresh produce



“We don’t stock any fruit or vegetables,’ the clerk told me when I asked if he had any apples. The closest thing resembling produce I could find in the store was a pint of Tropicana apple juice.” – Cited by author

Implementations

Funding

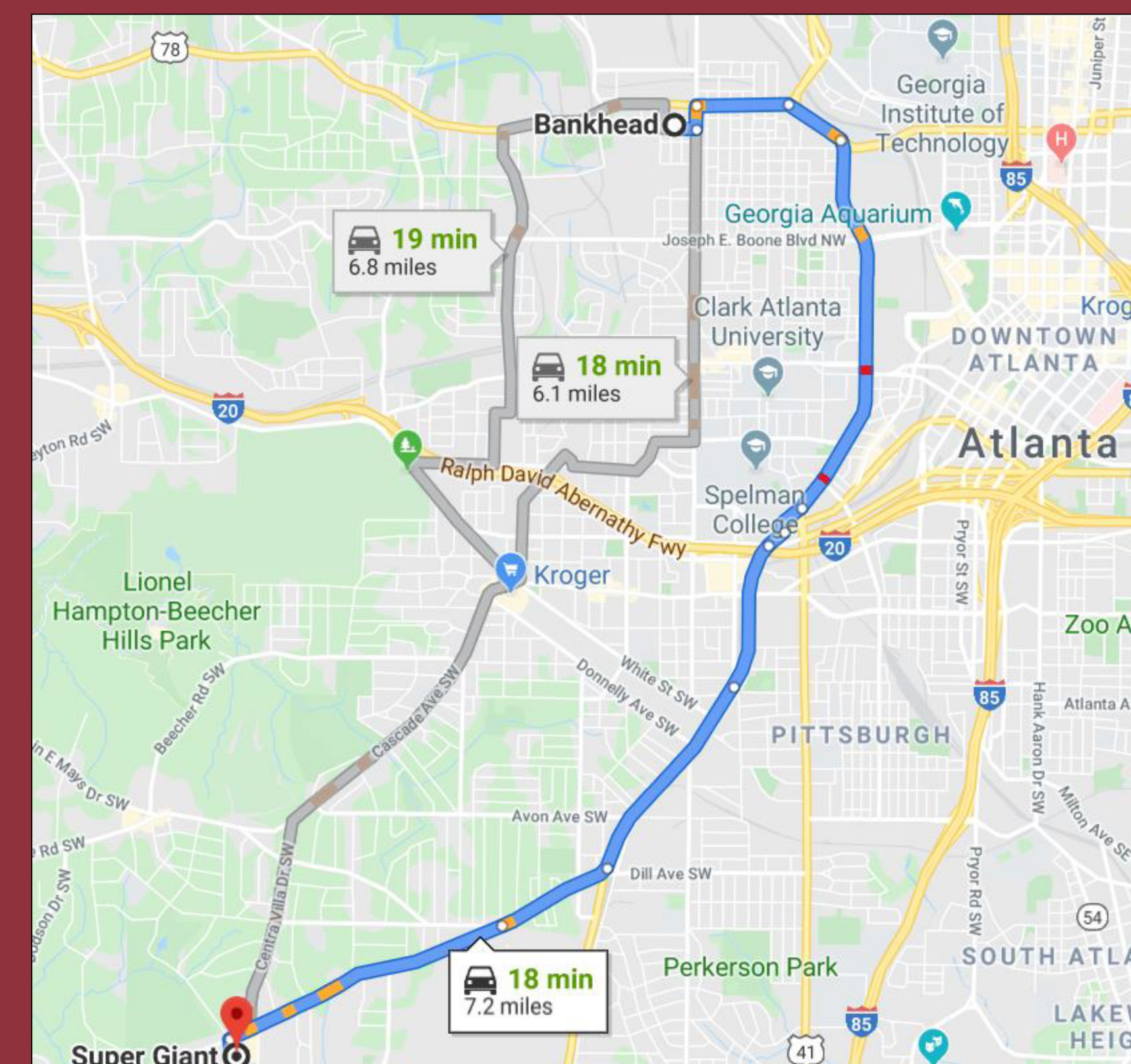
- Devising a way to both gain startup funds and maintaining the program funding over an extended period

Local Involvement

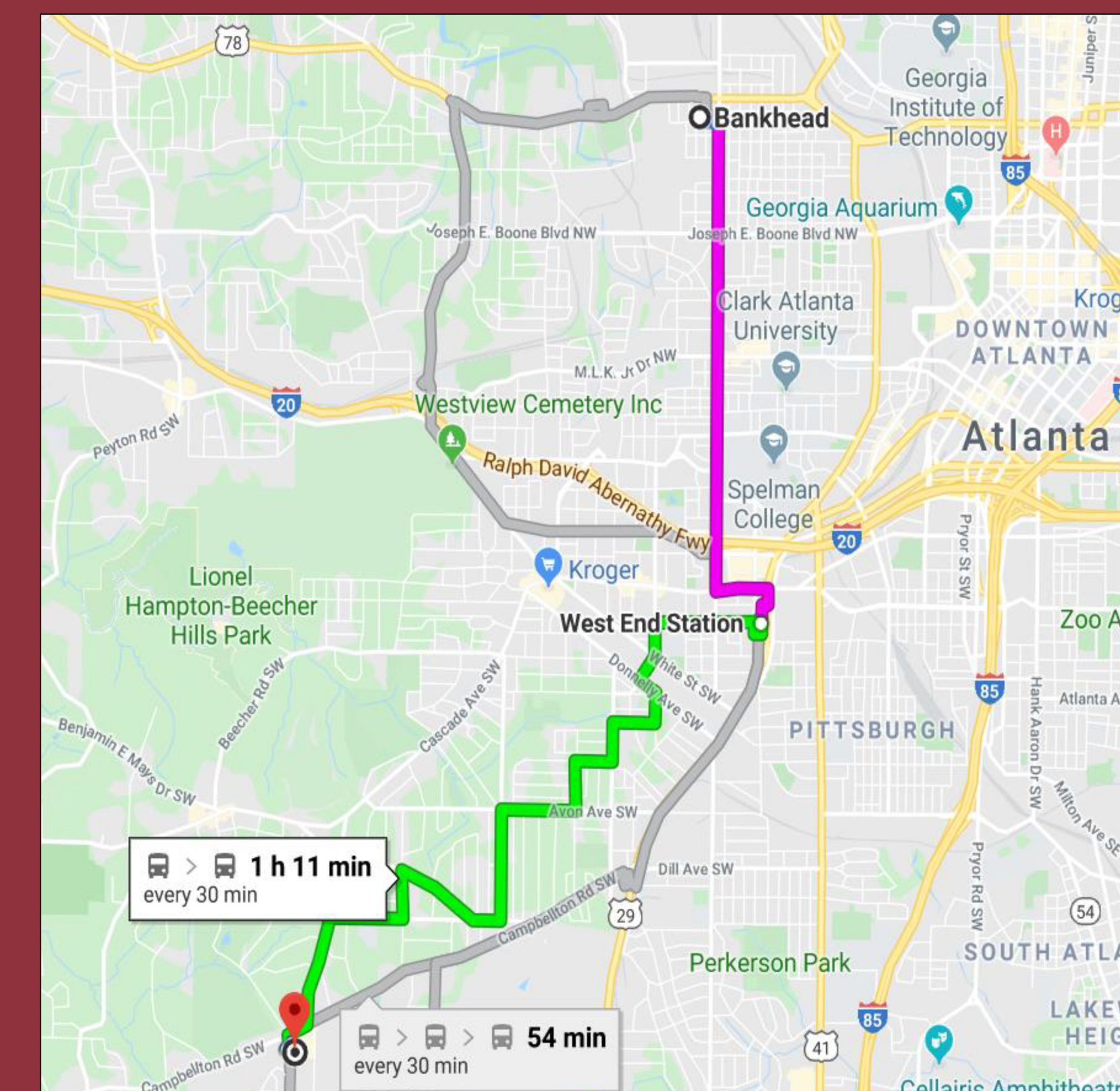
- Identifying key factors like food diversity and inclusion that would be vital in securing community involvement

Chosen Solution: Shuttle

- Less than a mile of walking distance
- Consistent wide variety of fresh produce for residents
- Everyday trip options
- Less expensive



Shuttle



Public Bus

Conclusion

The trip to the SuperGiant takes 60% less time when a shuttle is taken over public bus, saving residents 1.5 hours.

Google Maps (n.d.). [Google Maps photographs of Vine City and Bankhead, Atlanta, Georgia] Retrieved December 6, 2019. Google.com

Green, J. (2016, December 7). Urban Land Institute: Suburbs like Atlanta's will thrive forever. Retrieved December 6, 2019, from <https://atlanta.curbed.com/2016/12/7/13869376/urban-land-institute-suburbs-atlanta-thrive-forever>

Halpern, A. (2016, May 26). The Perfect Weekend in Atlanta. Conde Nast Traveler. Retrieved from <https://www.cntraveler.com/stories/2016-05-26/the-perfect-weekend-in-atlanta>

New & Used Shuttle Buses for Sale - Church & Wheelchair Northwest Bus Sales. (2018, December 20). Retrieved December 6, 2019, from <https://nwbus.com/shuttle-buses-for-sale/>